



BERG
ELECTRONICS

Division, E. I. du Pont de Nemours & Co. (Inc.)
New Cumberland, Pennsylvania 17070

SPOTLIGHT

FOR DU PONT USE ONLY

Product
MODULAR MALE CORD

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Issue 6

IS BERG MANUFACTURING THE MALE CORD?

No. The modular male cord is manufactured by OKI Electronics, Japan. Berg is the sole U.S. distributor of the cord for OKI.

DOES THE CORD MATE WITH ALL BERG MODULAR JACKS?

Yes. There is a cord and male plug unit designed to mate with each Berg female receptacle. The male plugs are available with 4 through 8 wire leads.

ARE THE CORDS SOLD SEPARATELY FROM THE MALE PLUGS?

No. OKI cords with OKI male plugs are sold as a unit. The handset coil cords are available with 4 wire leads and are sold only "full modular", plugs on each end. These mate with Berg female receptacles, 616W and 616 series.

The line cords are available with 4, 6 or 8 stranded wire leads and are sold "full modular" or "quarter modular". Quarter modular line cords have a plug on one end and one of five options on the other end—insulation stripped and wire leads solder-dipped, stripped only, insulation stripped with strain relief, spade tip and spade tip with strain relief. Each line cord and male plug mate with a Berg female receptacle 623, 523 or 625 series.

IN WHAT LENGTHS ARE THE CORDS SOLD? WHAT COLORS?

Handset coil cords are supplied in 6, 12, 14, 18 and 25 foot lengths and are available in every telephone color from black and white to burnt orange, lemon yellow and sand beige. Line or mounting cords (wall-to-phone) are supplied in 7, 14, 18 and 25 foot lengths and are available in colors such as silver satin, ivory and cocoa brown.

The attached prints provide part numbers, lengths, and colors.

DOES THE CORD MEET WESTERN ELECTRIC SPECIFICATIONS?

Yes. OKI's modular cords are licensed by Western Electric and meet all FCC requirements.

WHAT KIND OF BUSINESS OPPORTUNITIES ARE WE LOOKING FOR?

Berg is ready to sell the standard OKI cords and is looking primarily to the telephone and industrial industries.

WHO MIGHT SOME POTENTIAL CUSTOMERS BE?

Radio Shack (Tandy Corp.), Texas Instruments, and Hewlett-Packard are good possibilities.

DOES ANYONE ELSE OFFER THE MALE CORD?

Yes. Victor and Superior Wire are both wire manufacturers who have introduced a male cord. Virginia Plastics, not known for their quality, offer the cord, and Lynn and Meyer Wire offer a high quality male cord. They are all manufacturers, not distributors.

Berg appears to be the only company offering a complete package of cord, male plugs and female receptacles.

IS PRODUCT AVAILABLE TO SELL?

Product was ordered from OKI in January for shipment to Berg, and is expected this month.

Samples of line cords were sent to each Sales Engineer and District Office along with pricing information in February.